

# **BOOST YOUR SALES WITH A HIGH PERFORMING DIGITAL MARKETING FUNNEL**

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[www.IntuitiveWebsites.com](http://www.IntuitiveWebsites.com)

**Intuitive**  
websites

# Program Results

- Increase leads and sales
- Intuitive Websites' Strategic Four-Step process
- Automate digital marketing processes for max ROI
- The seven most important marketing funnel touch points
- Build a team of digital marketing experts
- Action plan to launch and improve digital marketing funnels





# WHAT BUSINESS LEADERS WANT

## Presentation Questions and Goals

- What are the things to spend money on?
- What will work for my website?
- SEO (high search engine placement)
- The blog is too much work, how to automate it
- Generate qualified leads
- How to run A/B testing on a landing page?
- How to deploy the work?
- It feels overwhelming to me, how is it managed?
- How much will it cost & what value can I expect?
- How many hours per week are needed?
- What is the time frame for results?
- What are the best metrics to measure ROI?
- What are the best tools?

# The Facts



## FACT 1

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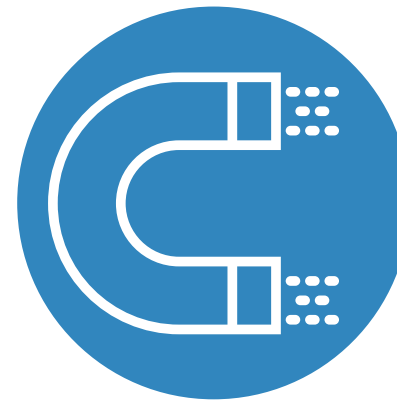
Companies with growing digital traffic are more likely to beat revenue goals.



## FACT 2

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Companies tracking digital marketing KPIs are growing faster than those who don't.



## FACT 3

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85% of companies use digital marketing, 50% do it well.



## FACT 4

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The right digital strategy and content resources are keys to results.

HubSpot


Intuitive  
websites

# More Facts

## Research Data From Google

- B2C - 80% of consumers research before buying
- Four out of five use multiple devices
- B2B - 60% of buyers research before contacting
- Mobile is used by more than 50%
- Goal #1: Understand and get found in their research
- Goal #2: Keep in touch with people researching online

Think with 

The background features a large, light-colored graphic of a funnel with binary code (0s and 1s) inside it, surrounded by various arrows and geometric shapes, suggesting a process or data flow.

**“IF YOU CAN’T  
DESCRIBE WHAT  
YOU ARE DOING AS  
A PROCESS, YOU  
DON’T KNOW WHAT  
YOU’RE DOING.”**

**- W. Edwards Deming**

# Intuitive Websites' Four Step Process







1

# STRATEGY

Translate what you do well.



# Strategic Questions

- How well do you know your ideal customer?
- Have you developed buyer and customer personas?
- Do you know the characteristics of your customer buying teams?
- How does your company stand apart from competitors?
- How are company values and processes driving an advantage?
- What is your guarantee or customer pledge?

# Step 1 - Strategy

## Strategic Common Sense

- Strategic translation
- Competitive analysis
- Simple and clear content
- Excellent digital resources
- Trackable conversion process
- Target research and feedback

2

# STRATEGIC COMMUNICATION

Communicate Your Digital Strategy



# FIVE ELEMENTS

1. Messaging and Content
2. Graphic Design
3. Usability
4. Audio Visuals
5. Technology





## Step 2 - Strategic Comm.

# What People Want

- To solve a problem
- Enhance their lives and convenience
- Learn: search and research
- Product and service information
- How to contact the company
- Business locations
- The customer on-boarding process



## Step 2 - Strategic Comm.

# What People Do

- Instant impression of your company
- Start in the upper left hand corner
- Look at photos, especially people
- Ignore ads, clutter and marketing content
- Quickly move to website navigation
- Scan content quickly and miss key areas
- Most leave websites quickly



## Step 2 - Strategic Comm.

# The Rules of Simplicity

1. Simplicity takes strategy and courage
2. Simplicity takes direction from the marketplace
3. Excellent and direct communication is key
4. Use no more than three key messages
5. Follow the 10-out-of-10 rule
6. Simplicity drives conversions and sales

# The Google Homepage





# Value From Digital Content

- Is it clear what the company does?
- Does the content use clear and direct taglines?
- Is the content “scannable” and does it add value?
- How does the content drive conversions?
- Is content optimized for the search engines?
- Is the content user-centered?

3

# INBOUND MARKETING

Attract Qualified Prospects to Your Brand

# Inbound Marketing

## The New Laws of Marketing

One Audience of Many



Infinite Audience of One



HubSpot

# Inbound Tactics

Offline Sales &  
Marketing

Search  
Engines

Email  
Newsletters

Content  
Marketing

Social Media

Influencer  
Marketing



## Step 3 - Inbound Marketing

# Digital Marketing Funnel

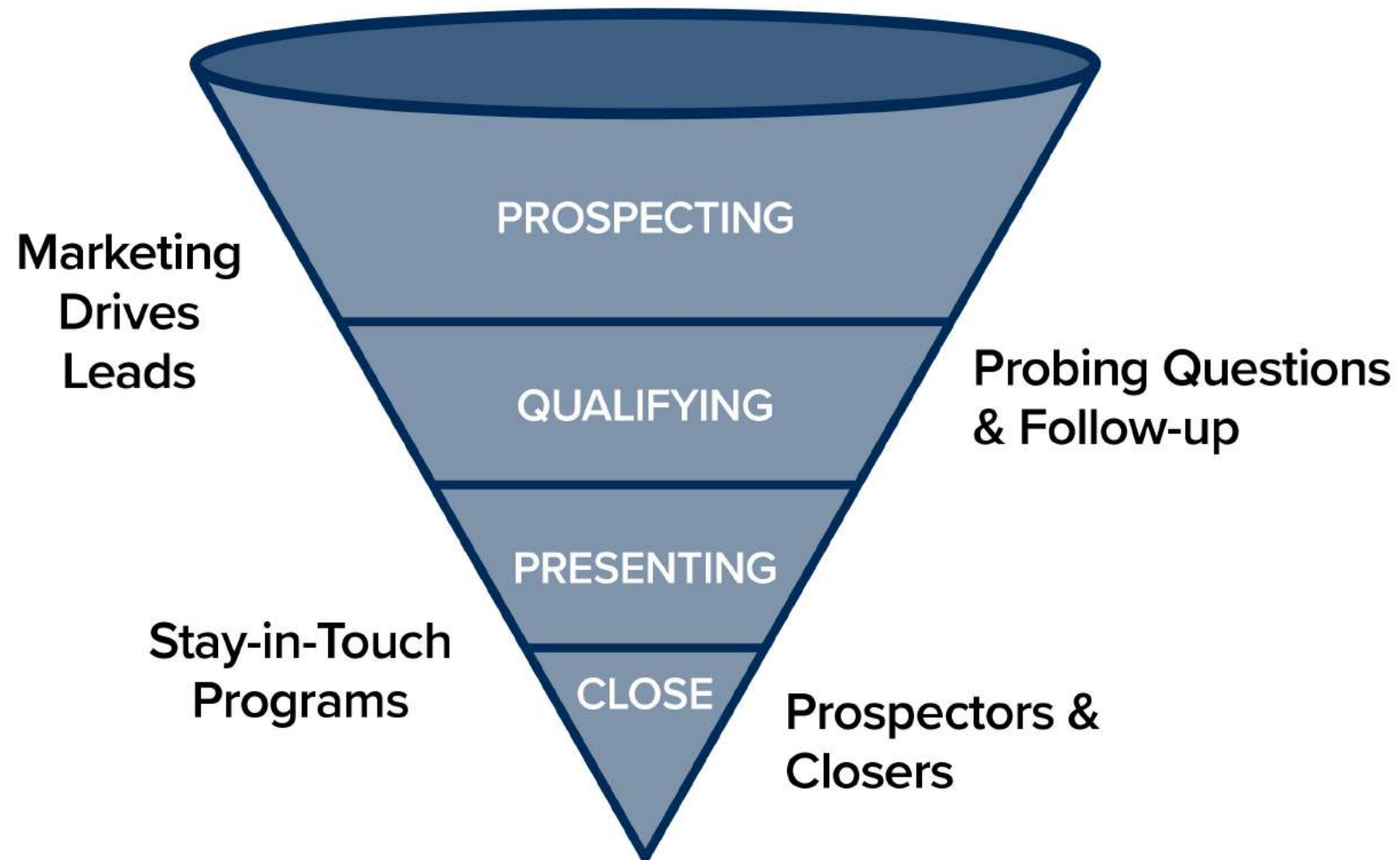
1. Brings together inbound tactics
2. Automates the process of staying in touch
3. Relies on technology: apps and data
4. Built on segments, actions, content and CTA



# Digital Marketing Funnel

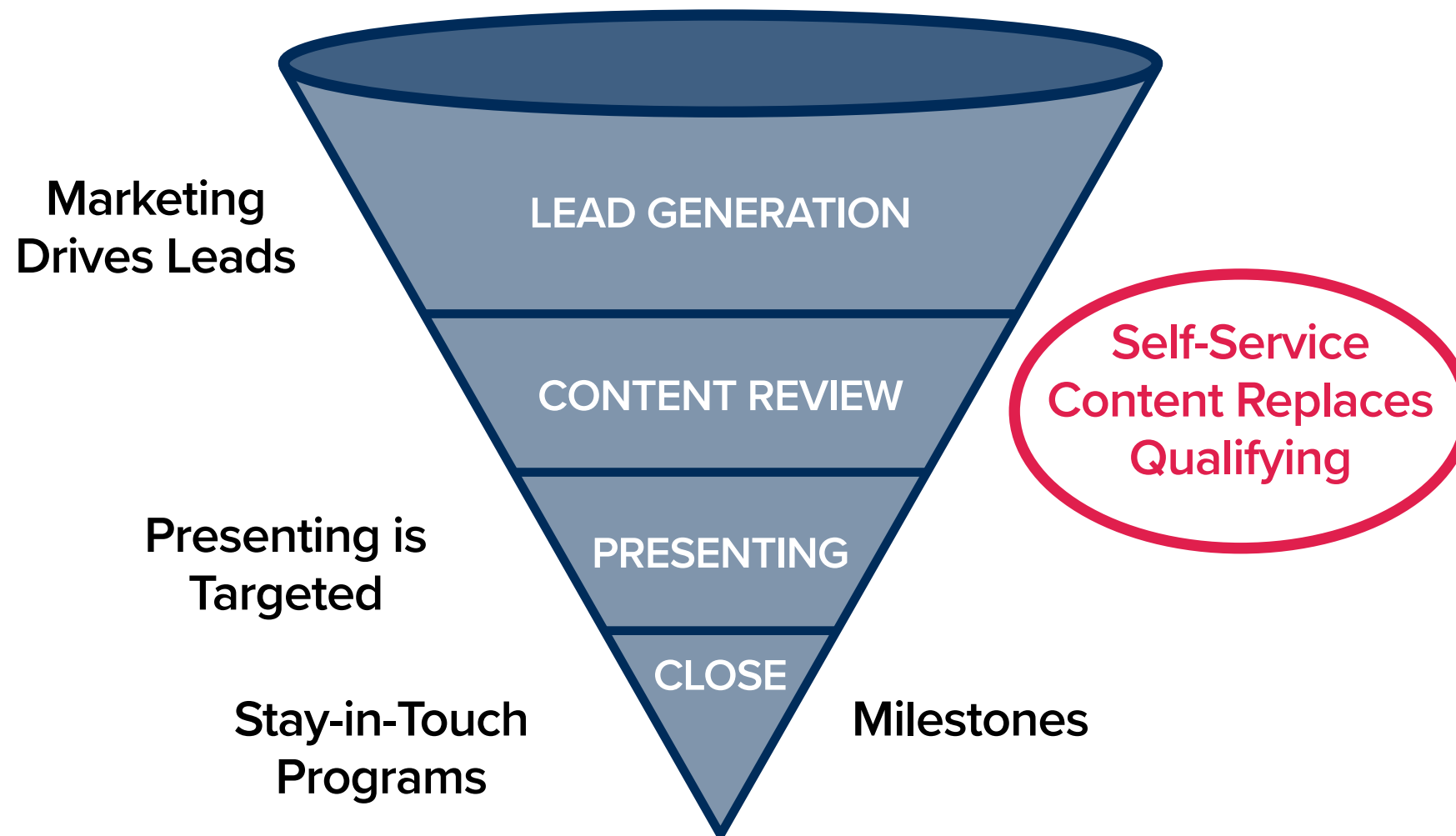
# Marketing & Sales Funnel

## The Old Funnel



# Marketing & Sales Funnel

## The New Funnel







# Digital Marketing Funnel

## Lead Scoring: The Big Three

1. Suspects and Prospects
2. Marketing Qualified Leads (MQL)
3. Sales Qualified Leads (SQL)



# Digital Marketing Funnel

## Top of Funnel Intent

- Keyword research from Google
- Investigative Sales and Marketing (Bombora)
- Website Visits (Leadfeeder)
- Target your database or inactive customers
- Brings marketing and sales together

# Bombora

## Bombora provides B2B Intent data at unprecedented scale



Bombora's Intent data is gathered from multiple content sources



Making the scale of this Intent data unparalleled - globally



Listening to 2.8M+ companies



Across 2B+ B2B devices



Researching on 5,700+ B2B topics

It is used to produce Company Surge™ data



Company Surge™ data identifies when businesses are actively researching products or services signaling buying intent.



# Leadfeeder

The screenshot displays the Leadfeeder dashboard interface. At the top left is the 'leadfeeder' logo. The top right shows a user profile for 'Thomas Young'. A blue notification banner at the top reads: 'Get notified when your personal prospects visit your site by linking your Leadfeeder user with your CRM user. Go to CRM settings'. Below this is a navigation bar with filters for 'Companies 337', 'People 0', and 'All leads', along with a date range of 'Jun 18 - Jul 18' and a search icon. The main content area is split into two columns. The left column lists ten companies with their logos, names, locations, and industries. The right column features a large blue header 'All leads' with the text '337 companies identified on your website between Jun 18 - Jul 18'. Below this is a 'Feeds' section with the instruction 'Filter leads based on your criteria - country, visited pages and others.' and a '+ Create new feed' button. The 'Feeds' section is organized into two main categories: 'Basic' and 'Zoho CRM'. The 'Basic' category includes 'All leads 337', 'Followed companies' (9 leads), 'Leads assigned to me' (1 lead), 'New leads' (1 lead), and 'Top leads' (9 leads). The 'Zoho CRM' category includes 'Connected to CRM' (1 lead), 'Found in CRM' (2 leads), 'My open deals' (9 leads), and 'Suggested CRM matches' (1 lead). A 'Custom' section is partially visible at the bottom.

leadfeeder

Thomas Young

Get notified when your personal prospects visit your site by linking your Leadfeeder user with your CRM user. [Go to CRM settings](#)

Companies 337 People 0 All leads Jun 18 - Jul 18

**All leads**  
337 companies identified on your website between Jun 18 - Jul 18

**Feeds**  
Filter leads based on your criteria - country, visited pages and others.

+ Create new feed

**Basic**

- All leads 337
- Followed companies 9
- Leads assigned to me 1
- New leads 1
- Top leads 9

**Zoho CRM**

- Connected to CRM 1
- Found in CRM 2
- My open deals 9
- Suggested CRM matches 1

**Custom**

**Lower Bucks Hospital**  
Reading, PA, United States | Hospital & Health Care

**KM Kollmorgen**  
Warrenville, IL, United States of A... | Electrical/Electronic Manufacturing

**Miles Cooperative Telephone Association Inc**  
West Union, IA, United States of America

**PepsiCo**  
Boise, ID, United States of America | Food & Beverages

**Acc Jb Poindexter Co Inc**  
GA, United States of America

**Magnum**  
Fargo, ND, United States of America | Photography

**County Of Riverside**  
Riverside, CA, United States of Am... | Government Administration

**RUAN Ruan Transportation Management Systems**  
Fontana, CA, United States of Amer... | Transportation/Trucking/Railroad

**Fayetteville Library**  
Fayetteville, AR, United States of A... | Libraries



# Digital Marketing Funnel

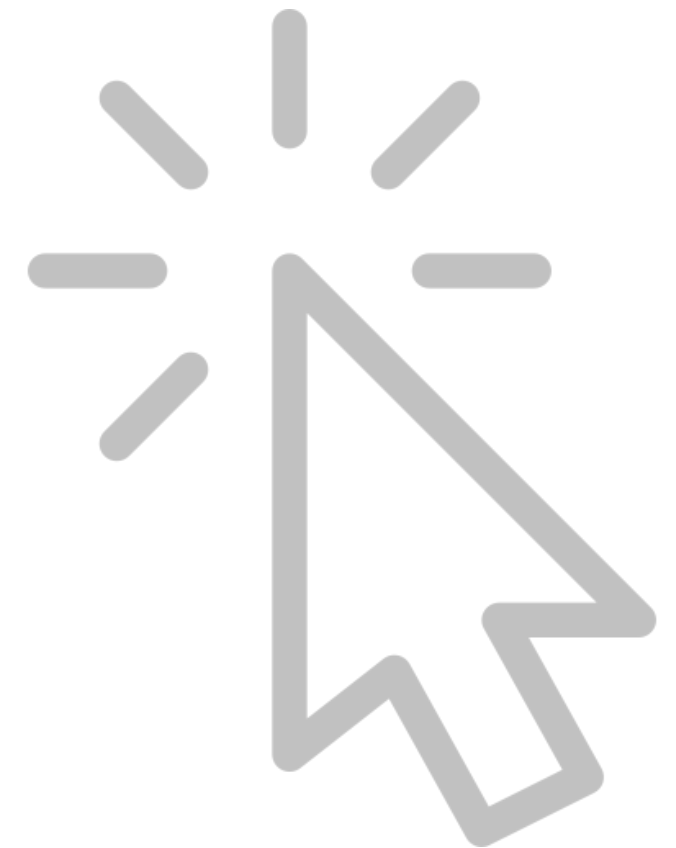
## Seven Touch Points

1. Website Visit
2. Social Media Interaction
3. Email Newsletter Subscribe
4. eBook or Gated Content Download
5. Webinar Registration
6. Web Form Submission (direct contact)
7. Call with Salesperson



# 1. Website Visit

- Marketplace leading and professional homepage design
- Engaging tagline and banner image
- Customer centric content and resources
- Extremely easy to use
- Moves people towards engagement
- Easy to find and compelling call-to-actions (CTAs)



The background features a large, light gray funnel icon centered on the left side. Inside the funnel, there are several binary digits (0s and 1s) scattered. The funnel is surrounded by various geometric shapes, including circles and arrows, suggesting a process or flow. The overall aesthetic is clean and modern, with a focus on digital and data-related themes.

## **HOMEPAGE TAGLINE**

- **Use direct and concrete words**
- **Focus on the benefit and the pain**
- **Make it part of your homepage design**
- **Under 12 words is best**
- **Meet the 10-out-of-10 rule**

# Google Analytics

All Users  
100.00% Users

+ Add Segment

Jun 1, 2018 - Jun 30, 2019

## Overview

Users vs. [Select a metric](#)

Hourly Day Week **Month**

● Users



Users

40,405

New Users

39,874

Sessions

60,638

Number of Sessions per User

1.50

Pageviews

303,543

Pages / Session

5.01

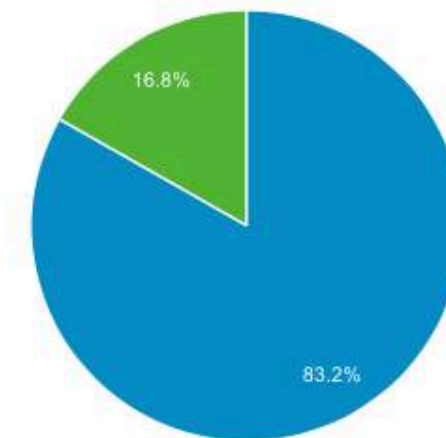
Avg. Session Duration

00:03:42

Bounce Rate

47.96%

■ New Visitor ■ Returning Visitor



## 2. Social Media

- Interesting and fun (Facebook)
- Insightful and beneficial (LinkedIn)
- Video content is critical (YouTube)
- Makes use of viral components
- Keeps people engaged and following
- Works great for events
- Improves Google SEO results



# 3. Email Newsletter

- Excellent content that is read, kept and shared
- Segmented and customized to target market needs
- Always includes clear CTAs
- Be consistent and persistent
- 20-30% open rate is common
- Targeted by segment and funnel scoring
- Email sign-up in website footer





# 4. eBook

- Engaging title focused on solving a problem
- Engaging design and cover
- Depth of content is key
- Must provide an email address
- White papers and technical content
- Write about your values and process



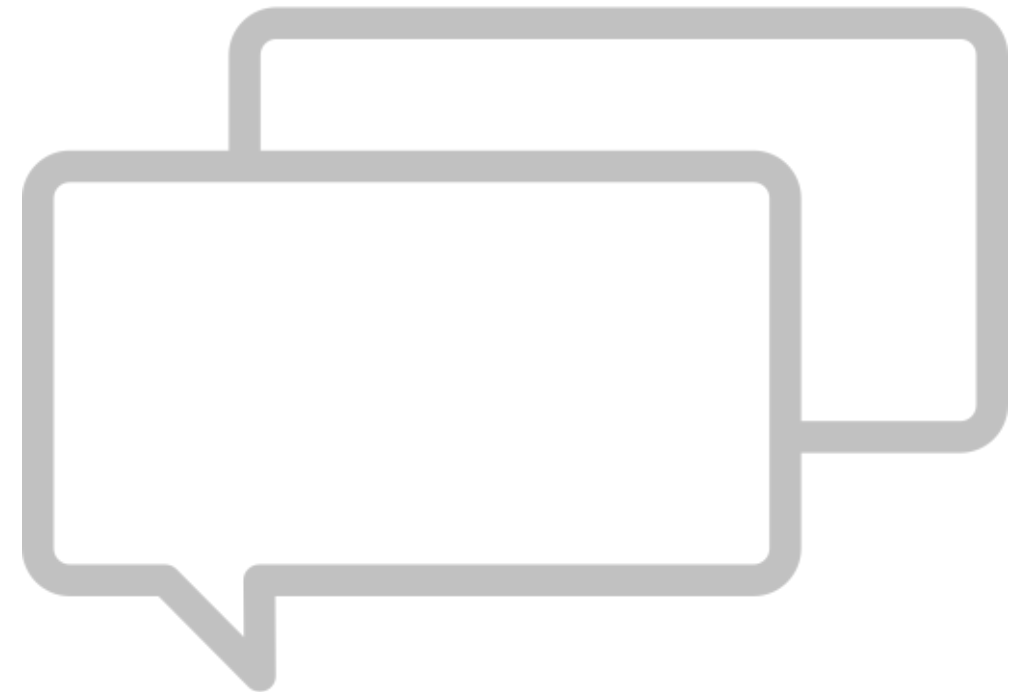
# 5. Webinar

- Engaging title and outline
- Practice, practice and practice
- Use good equipment and microphone
- 30-45 minutes with questions
- Facilitator and expert
- Use slides and avoid on-camera video
- Archived and shared on social



# 6. Web Form Submissions

- Web form length determines conversion rates
- Use quick submission forms
- Email contact as an option
- List phone and locations
- Provide an email address
- Respond very quickly



# 7. Call with Salesperson

- Define your sales funnel and process!
- Appreciation for the MQL's research process
- Define Scoring - MQL and SQL
- Customized questions and presentations
- Can they close?
- Customers are always in the digital funnel!



A woman with blonde hair, wearing a light-colored blazer, is smiling and looking towards the right. She is in a professional setting, possibly a meeting or presentation. The background is slightly blurred, showing other people in business attire.

# Digital Marketing Funnel

## Funnel Set-Up

- Target market and segment needs
- Select & configure automation app + CRM
- Define lead scoring - MQL and SQL
- Determine funnel paths and content areas
- Train the sales team to present and close
- Develop campaigns, touch points and CTAs



# Funnel Reports

## Contact Lifecycle Stage (All time) ⓘ

Date range: From 1/1/2018 to 6/10/2019

● Count of Contacts



4

# PERFORMANCE & ROI

The Most Important Step

# KEY DIGITAL METRICS

- User Research Intent
- Brand Impressions
- Content Interactions
- Digital Conversion Points
- Market Qualified Leads (MQL)

## Step 4 - Performance ROI

# Conversion Strategy

- Know your digital budgets and spend
- Review Google Analytics and digital stats
- Set key content and conversion touch points
- Monthly digital marketing meetings
- Review and optimize digital sales funnels

## Step 4 - Performance ROI

# Digital Marketing Budgets

- WordPress Content Websites: \$5,000 and up
- eCommerce Websites: \$10,000 and up
- Digital Marketing Services: \$85 - \$150/hour
- Marketing Automation: \$1,000/month



# Measure ROI: Sales Lead Example

- Average Order: \$10,000 (lifetime value)
- Website Design and Development Cost: \$10,000
- Monthly Digital Marketing Spend: \$4,500
- Total Monthly Digital Impressions: 5,000
- Conversion Rate to Inquiries (MQL): 1% (50 inquiries)
- Conversion Rate to a Sale (SQL): 20%
- 10 Sales per Month = \$100,000

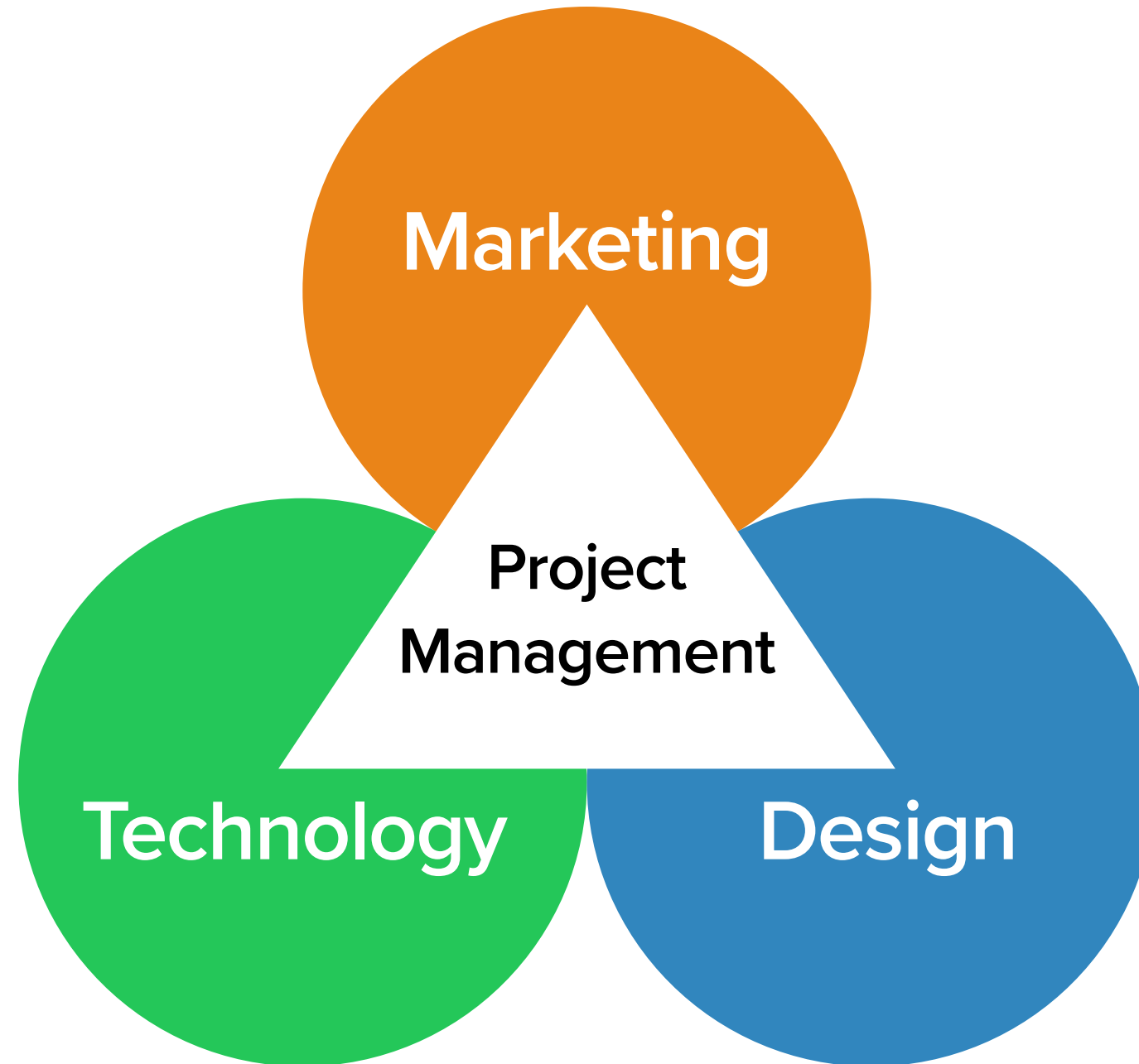




**Who does this work?**



# The Digital Marketing Team





# The Roles of the Team

## The Hats People Wear

- Digital Marketing Decision Maker
- Project Manager
- Digital Marketing Manager
- Marketing Automation Manager
- Content Writer for Digital
- Photography/Video/Audio and Media
- Graphic Design
- Technology and Development





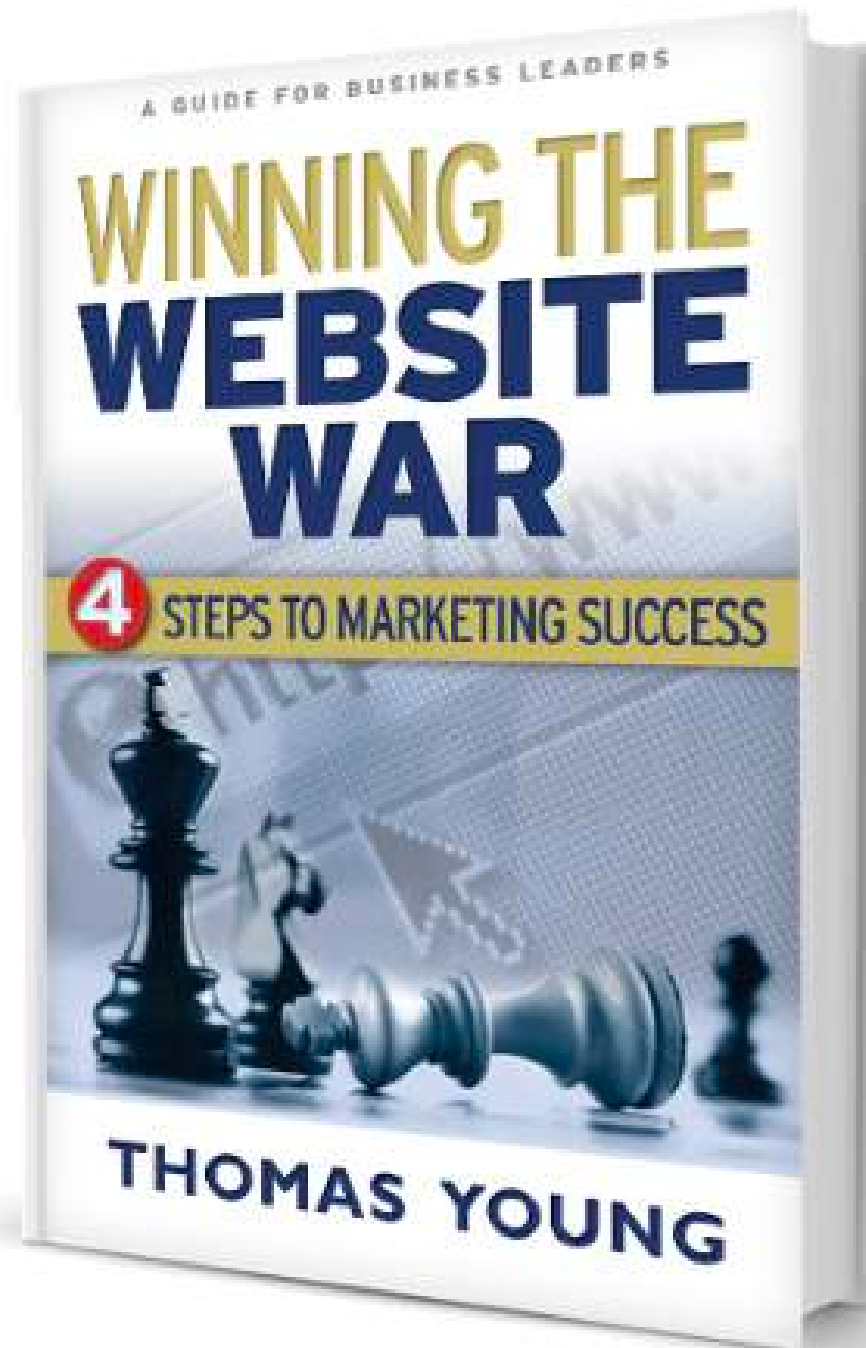
**TAKE ACTION**

# Here's Where To Start

- Write a strategic, Digital Marketing Plan based on Four-Steps
- Develop your ideal customer and personas
- Select the team - external and internal
- Select and implement marketing automation and CRM tools
- Determine funnel touch points, MQL and SQL criteria, scoring
- Research the intent parameters in market segments
- Set-up the seven touch points
- Develop a content marketing strategy and schedule
- Schedule digital marketing meetings to review stats and results
- Get customer feedback



# Resources



[WinningtheWebsiteWar.com](http://WinningtheWebsiteWar.com)

# Resources

- HubSpot, Marketo, Eloqua and Pardot (Automation)
- CRM Salesforce and many options
- Bombora (user intent database)
- Leadfeeder (See the companies on your website)
- Content Marketing Institute
- Search Engine Watch
- SEO MOZ, Neil Patel and SEMRush (SEO Tools)
- Google Analytics & Google Search Console



# Resources

- ScreamingFrog (SEO tool)
- KeyWordsEveryWhere.com
- Writer's Access
- AdWords keyword search tool
- Zoom Webinars and GoToWebinar
- Basecamp, Asana and Trello (project management tools)
- Buffer (social media content scheduling)
- Social Media Examiner
- [IntuitiveWebsites.com](http://IntuitiveWebsites.com)



# Resources: Books

- Building a Story Brand (Donald Miller)
- Contagious: Why Things Catch On (Jonah Berger)
- Made to Stick (Chip and Dan Heath)
- Anything by Seth Godin



**How can digital marketing funnels increase sales and maximize ROI?**



# Contact Us!

Thomas Young

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